

CHAPTER I

INTRODUCTION

1.1 Background of Translation

In the current era of globalization, there is a big amount of information around the world related to entertainment, sport, education, games, and even about literature work. Many books and materials about science and technology, medical and art are published in English as an international language used by people around the world. Therefore, if people want to gain a broader knowledge, they must learn English in order to be able understand and get clear information when they want to share information around the world. In fact, people will find it difficult when they want to transfer English into their native language. Thus, an activity has emerged to facilitate the process of transferring from English to native language and it is called translation.

Translation is a process of rendering or transferring meaning, ideas, or messages of a text from the first or native language which becomes the source language (SL) into the second language that becomes the target language (TL), without changing the meaning contained therein. Catford (1965:20) said that translation was the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). It implies that the meaning of the target text that is translated from the source text should be equivalent.

The source and target language have different grammatical structures and cultural backgrounds. Thus, the translator must have a clear understanding and knowledge about the language structures and cultural backgrounds, both in source and target languages. Translators also must be able to understand the author idea, thought or message, in order to make a good translation.

To detect how far the writer can make a good translation, the writer tries to translate a media book as a training and then it will be material for the final project. The writer is interested in taking a book entitled *Research For Media Production* by Kathy Chater which published by Focal Press in Oxford, because it is an easy to follow guide to media production research. The book discusses the outlines of the main skills, techniques, and practices for the job of the researcher in the media.

This book that will be translated, which the writer will only translate chapter 1 – 3 of the book, provides the readers more detail about different media production skills, which should be owned by people who want to work and have been working as the researcher in this industry. That is the reason why the writer chose this book to be translated as the subject of the final report.

1.2 Purposes of Translation

The purposes of this translation are:

1. To improve the translation skill as a student translator.
2. To find out the proper method for translating the book.
3. To know the translation process of this book.

4. To apply and increase the knowledge about the methods, theories, and process of translation.
5. To help the readers, especially Indonesian people who want to work and have been working as a researcher in the media industry, to understand the contents of the book in other version (Indonesian as target language) so they also can gain knowledge about media production.

1.3 Significances of Translation

This final report has some benefits both theoretically and practically, as follows:

1. Theoretical Significances
 - a. It can show the development of the theories about the methods of translation, the process of translation and the result of translation.
 - b. It can be useful for the additional information about the contents of the book entitled Research For Media Production, so the writer and the readers will increase their vocabularies in media term .
2. Practical Significances
 - a. It can be useful for the students of english vocational program to increase knowledge about the strategy, method and process of translation.
 - b. It can be useful for the other student translators as additional studying material of translation, especially the theories development about translation.

- c. It can be useful for the translation association as additional information and reference in the future.

1.4 Theories of Translation

There are some definition of translation stated by some experts. One of the most prominent definitions of translation is stated by Newmark (1988: 5) who defines translation as “rendering the meaning of a text into another language in the way that the author intended the text”. In this definition, the meaning of source language text (SL) which is translated into target language text (TL) should be written in the way of the author that is intended to impress and influence the readers.

Meanwhile, Hatim and Munday (2004: 6) define translation as “the process of transferring a written text from source language (SL) to target language (TL)”. In this definition, they do not state directly that meaning or message is an object being transferred. They emphasis on translation as a process.

On the other hand, Nida and Taber (1982: 12) stated that translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. Nida and Taber explicitly state that translation is closely related to the problems of languages, meaning, and equivalence. It means that the meaning of the target text must be equivalent with that of the source text.

From the definitions mentioned above, it is found that translation is a process of rendering meaning which is intended to find meaning equivalence in the target text. The process of rendering meaning involves some aspects as diction, grammatical structure, communication setting, and cultural context of the source text. Meaning of the source and target texts must be equivalent. It means that it is an important thing to consider whether the readers of the target text accept equivalent information as the readers of the source text do.

1.5 Methods of Translation

Before rendering or transferring meaning, ideas, or message of a source language text into target text, translators have to know what the methods can be used in the process of translating. According to Newmark (1988: 45), that the translation method is divided into eight types. He puts them all in the form of a flattened V diagram, as follows:

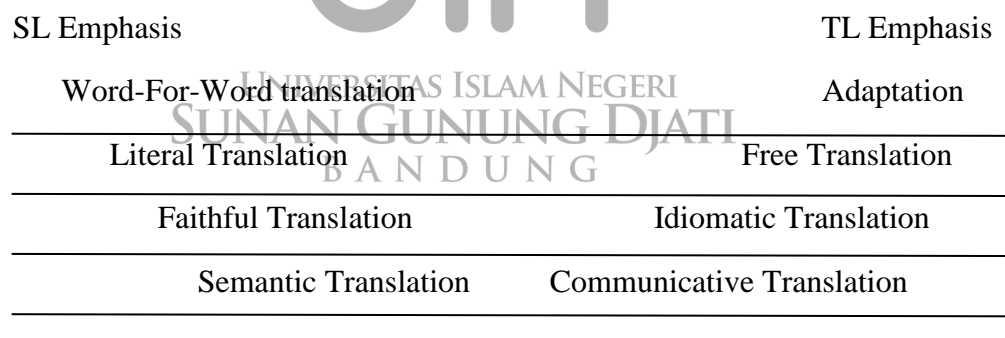


Figure 1.1 Methods of Translation (Newmark, 1988:45)

1. Word-for-word Translation

The method attempted to translate the source language to the target language word by word. It focused on the source language by maintaining the structures of the source language when it was translated into the target language. This method attempted to make exactly the same structure from the source language to the target language which made this kind of translation sometimes became an awkward translation. Every word in the source language was translated one by one to the target language with its literal meaning. It could create disorientation of meaning since not all languages had similar structures. (Ardhani, 2015:17). Table 1.1 shows an example of word for word translation.

Table 1.1 Word For Word Translation Method

SL	Many researchers will expect to direct and edit film.
TL	<i>Kebanyakan periset akan berharap untuk mengarahkan dan mengedit film.</i>

2. Literal Translation

The method usually known as linear translation. It fused between word for word translation and free translation. Translator attempted to find the same grammatical construction of the source language in the target language, and then the translator reproduced the words structure to suit the target language. So, this method was more flexible than word-for-word translation. (Ardhani, 2015:17). Table 1.2 shows an example of literal translation method.

Table 1.2 Literal Translation Method

SL	Both televisions and radio programmes can be targeted at increasingly small and specialist audiences.
TL	<i>Program televisi dan radio bisa ditargetkan pada khalayak yang semakin kecil dan khusus.</i>

3. Faithful Translation

The method attempted to reproduce the contextual meaning from the source text exactly the same as the target language while still considered with some limitations in the grammatical structure of the target language. Cultural words were translated here, but the words used in translating were literally translated in order to maintain the content of the language. It focused more on the meaning and purpose of the source language so that the result of the translation was sometimes felt awkward and unfamiliar. (Ardhani, 2015:17). Table 1.3 shows an example of faithful translation.

Table 1.3 Faithful Translation Method

SL	There has been a similar growth of radio stations
TL	<i>Telah terjadi perkembangan yang serupa pada stasiun radio.</i>

4. Semantic Translation

Semantic translation was more flexible than faithful translation. Faithful translation did not compromise the language structure of the target language, but focused only on the source language. As a result, the result of translation was awkward. However, semantic translation was more

flexible since it considered the lexical value of the source language by found the equivalence in the target language so that the meaning could be preserved, but the language structure was not as awkward as translating with faithful translation. (Ardhani, 2015:18). Table 1.4 indicates an example of semantic translation.

Table 1.4 Semantic Translation Method

SL	A good piece of advice is to watch television and listen to radio critically – not just letting it wash over you.
TL	<i>Saran yang baik adalah menonton televisi dan mendengarkan radio dengan kritis – bukan hanya sekedar menikmatinya.</i>

5. Adaptation Translation

Newmark (1988:46) states “adaptation was the freest form of translation”. Also, this method was the closest form to the source language. Making an adaptation was accepted as long as it still carried the theme, characters and plots from the source language. Usually, adaptation was used to translate drama or poems to change the culture of the source language to the target language. The only thing that was changed in adaptation was only the culture. A translator adapted a drama or poem based on the target language culture so that the readers would understand better the content of the poem or drama. (Ardhani, 2015:19). Table 1.5 indicates an example of adaptation translation.

Table 1.5 Adaptation Translation Method

SL	The skills required are transferable across other sectors of the audio-visual industries, to radio and even to print journalism.
TL	<i>Keterampilan-keterampilan yang dibutuhkan dapat dialihkan dari sektor industri audio visual lainnya, ke radio dan bahkan ke jurnalisme cetak.</i>

6. Free Translation

Newmark (1988: 46) stated that free translation reproduces the matter without the manner, or the content without the form of the original. It means that this method focused more in the content than the form of the source language (Ardhani, 2015:19). The method was used to help the readers more easily to understand content of the source language. Although, the method of free translation usually made the translation version was longer than the original version. Table 1.6 shows an example of free translation.

Table 1.6 Free Translation Method

SL	Holiday programmes both inform and entertain.
TL	<i>Program liburan berfungsi untuk menginformasikan sesuatu serta menghibur penonton.</i>

7. Idiomatic Translation

The method used the natural form in the source language when translator tried to transfer it into the target language. When the translator translated

idiomatically, he or she made the natural form of the source language in the target language. This was reason why idiomatic translation product made it did not look like a translated version. As a result, a good translator should translate text idiomatically to reproduce the source language to the target language naturally by used familiar terms in the target language to reproduce the message carried out. (Ardhani, 2015:20). Table 1.7 indicates an example of idiomatic translation.

Table 1.7 Idiomatic Translation Method

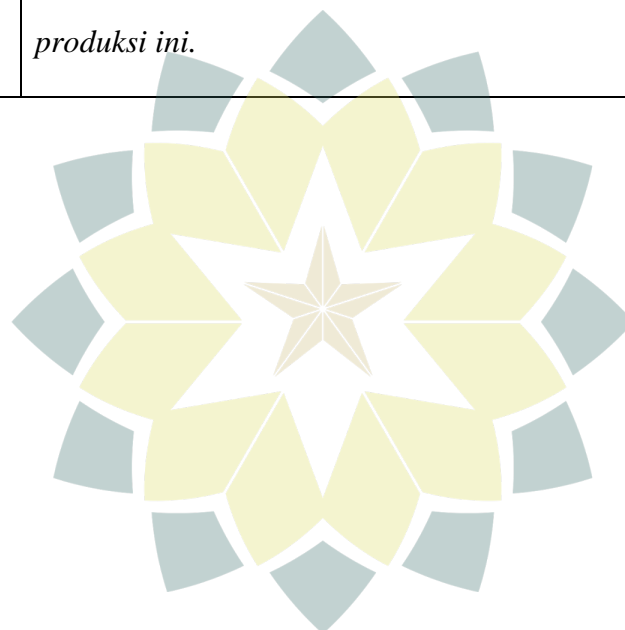
SL	What needs to be done in the next hour, by the end of the day, by the end of the week ?
TL	<i>Apa yang perlu dilakukan pada jam berikutnya, di penghujung hari, pada akhir minggu ?</i>

8. Communicative Translation

The method attempted to translate the contextual meaning in the source language both from the language aspect and the content to make the result of translation easy to understand. This method focused on the readers in general. Communicative method was used to translate the target language communicatively so that the readers in general could understand the message carried in the text. Using this method, translator attempted to eliminate any difficulties so that the readers could understand the text easily. (Ardhani, 2015:20). Table 1.8 shows an example of communicative translation.

Table 1.8 Communicative Translation Method

SL	You need to know what other team members do and what their responsibilities on this particular production are.
TL	<i>Anda harus tahu mengenai tanggung jawab yang dimiliki oleh anggota tim yang lain dan apa yang mereka lakukan produksi ini.</i>



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